

Axiom Zen

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## It's Invisible Apps



are not aware of the rapidly growing infrastructure of invisible apps, it could be. [A comScore survey](#) found that 65% of smartphone users had ZERO new apps per month, with 7% of users accounting for over half of all app downloading activity.

Numbers like that, developers need to find a way to get their products and services into consumers' hands, and one answer to that is the ever-growing world of invisible apps.

re two kinds of invisible apps. The first initially appears to be a  
al app; it's downloaded from the app store just like any other would  
once the app has been downloaded, you never have to look at it or

functionality will (hopefully) be improving your life. Examples  
Digit, which helps you save money by transferring funds from your  
g to your savings account whenever you can afford it, or the Giffage  
d extension, which lets you effortlessly include gifs in your texts.

ne comScore survey tells us that most users spend 42% of all app  
their single most used app, and developers are learning to take  
ge of that. The second kind of invisible app runs in the background  
gram you're already using. Often linked to messaging systems like  
pp, Facebook Messenger, and even your phone's SMS interfaces,  
ops let you access a huge range of services without having to click  
om the app you're already comfortable with. An example of that is  
a virtual assistant who appears in your contact list and you can text  
ngs like your lunch order.

omplied a list for you of 8 of the best invisible apps.



the magic of Magic you can text your “personal assistant” and ask them  
you or order you just about anything (as long as it's legal). From



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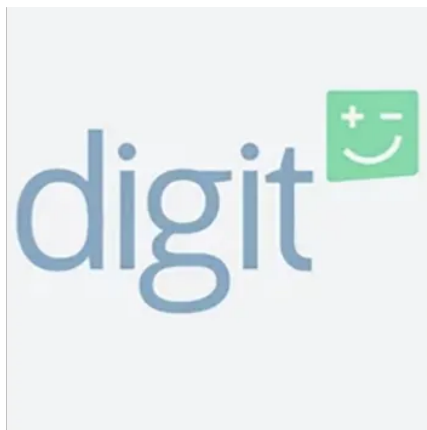
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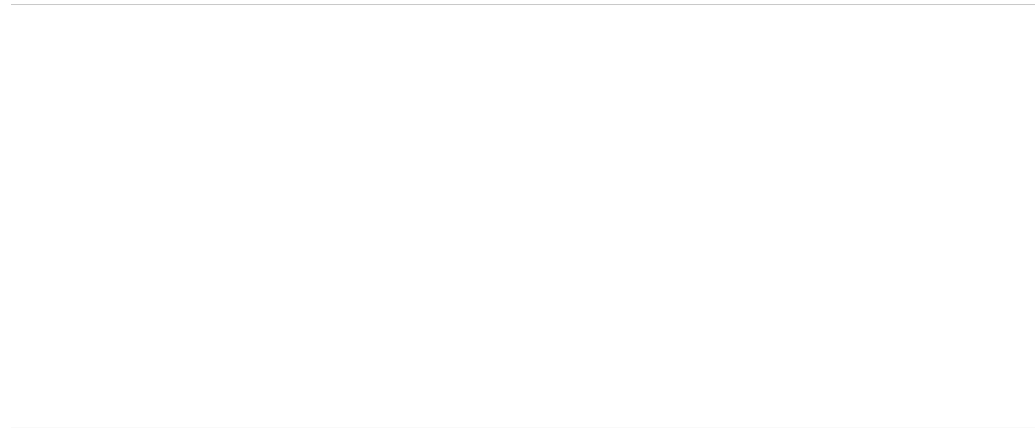
to a hotel in Vegas, this app falls into the growing list of virtual assistants, though with a narrower margin of use than something like Siri or Alexa. While the app is free, they charge you a small mark-up for every item you purchase, which is where they make their profit.



Now, if we drank fewer lattes we could afford that trip to Hawaii, but how many of us remember to set the money aside when we still have it? Every few days, Digit checks your spending habits and removes a few dollars from your checking account; because it knows your buying habits, it only removes as much as you can afford in that time period. When you want to spend money you just send Digit a text message.

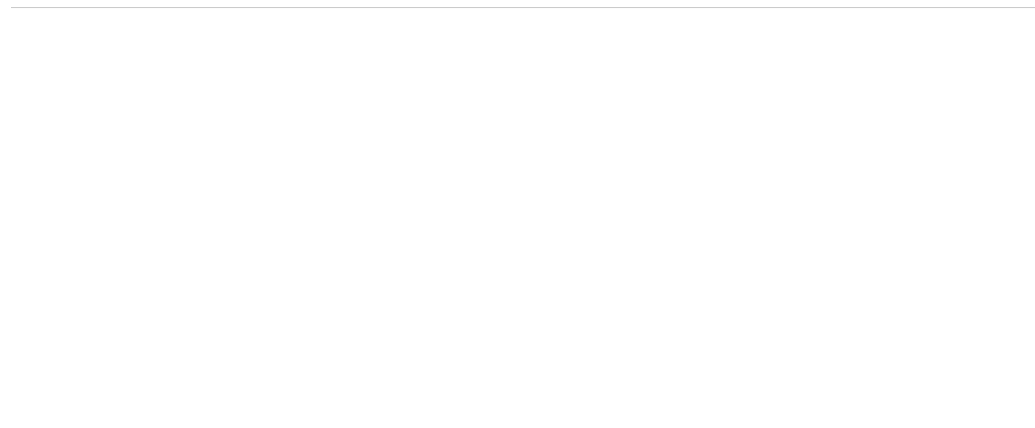


It's only for you Apple users out there. It lets you access your favourite apps *inside other apps* using a keyboard extension. Let's say you're in iMessage chatting to a friend who suggests going out for dinner. You type in, pull up Foursquare, find that Mexican restaurant you liked and hit enter and your friend gets sent the address.



There

are a ton of keyboard extensions out there that let you easily add gifs to your conversations, but Giffage is one of the highest rated. It has a very clean interface and doesn't get in the way of the conversations that don't involve gifs — like the ones with your mother.



Best Girlfriend/Invisible Boyfriend

We're stretching the definition of 'best' with this one, but I am





